

AGENDA

Lodging Tax Advisory Committee

11:30 A.M., Friday, November 14, 2025

Hybrid Meeting

The public can view and listen to the meeting with the information below or attend the meeting in person at Tukwila City Hall (6200 Southcenter Blvd.), Hazelnut conference room.

CALL IN INSTRUCTIONS: 1-253-292-9750 PHONE ID: 859 286 134#

Join on your computer or mobile device: [Join the meeting now](#)

For assistance during the meeting, please call (206) 731-9071.

1. Welcome and Introductions
2. Review of Agenda
3. Approval of Minutes
 - a. October 24, 2025
4. Special Presentations
5. General Business
6. Pending Funding Requests
 - a. PacNW Tournament Rebate Incentive Program
 - i. (\$20,000, 2026)
 - ii. (\$20,000, 2027)
7. Announcements
8. Roundtable
9. Adjourn

Next Scheduled Meeting:

When:	TBD
Location:	Hybrid

DRAFT

Lodging Tax Advisory Committee

Minutes

1:00 PM | October 24, 2025

Hybrid Meeting

(Via Teams and at Hazelnut Conference Room at Tukwila City Hall)

Members Present: Chair Tosh Sharp, Jim Davis, Brian Jones, Jean Thompson

Members Absent: Miesa Berry

City Staff Present: Brandon Miles, Derek Speck

Others Present: Constance

Agenda Item	Action	Follow-Up
Welcome and Introductions	Chair Sharp called the meeting to order at 1:01 PM.	None
Review of Agenda	Reviewed	None
Approval of Minutes of August 1, 2025 October 10, 2025	Chair Sharp moved approval. Motion passed 4-0.	None
Special Presentations <ul style="list-style-type: none">None	None	None
General Business <ul style="list-style-type: none">None	None	None

Pending Funding Requests		
<ul style="list-style-type: none"> World Cup 2026 	<p>Brandon, Jefri, Pete, Kris, and Derek presented a request of \$2,199,053 from the City of Tukwila for events, destination development, marketing, and economic development for the World Cup in 2026.</p> <p>Brandon presented revisions to the 6 year financial projections.</p> <p>Jim, Brian, Jean and Tosh asked questions about ROI, the six year budget, ongoing maintenance, whether the improvements require additional permanent staff, and allowed uses of lodging tax.</p> <p>Jean moved approval. Brian seconded. Motion passed 3-1.</p> <p>Derek presented some options for lighting for pedestrians and cyclists under bridges, interactive lighting at Westfield and outdoor laser lighting and received feedback. Some members expressed concerns about the interactive and laser lighting and support for permanent lighting for pedestrians under the bridges.</p> <p>Chair Sharp encouraged everyone to share their</p>	<p>City staff will request budget approval from the City Council.</p>

	thoughts. Jim expressed his thoughts on the proposal.	
Announcements	None	None
Roundtable	Brandon noted the next LTAC meeting may need to be rescheduled.	Brandon to reschedule.
Adjourn	The meeting adjourned at 2:15 PM.	

Staff Memorandum

Lodging Tax Advisory Committee Funding Request

Name of Applicant:

Seattle Southside Tourism Authority (dba Explore Seattle Southside) on behalf of PacNW Soccer.

Address:

100 Andover Parkway W, Suite 150,
Tukwila WA 98188

Total Funds Requested:

Not to exceed \$20,000 in 2026

Not to exceed \$20,000 in 2027

About the Applicant:

Explore Seattle Southside has submitted a lodging tax application on behalf of PacNW Soccer for their Winter Classic Soccer tournament.

Funds Previously Awarded:

\$28,170 was awarded for 2024; however, the 2nd weekend was cancelled and only \$8,150 was paid at a rate of \$10 per actual room night. For 2025 the City awarded \$12,910 in funds on the same per room basis as 2024.

Funding Request Narrative:

PacNW Winter Classic soccer tournament is held annually over two successive weekends in January (January 9-11 & 16-19, 2026 and 2027 dates are TBA) at Starfire Sports in Tukwila. The tournament generated over 2,000 combined room nights for the two weekend tournament.

Starting in 2024 the City and Explore Seattle Southside begin to work with the event organizers to shift hotel usage away from Renton, Seattle, Bellevue and other cities to the City of Tukwila. The room rebate program has been successful. In 2025 over 80% of the rooms nights generated during the first weekend of the tournament were in Tukwila and over 55% of the room nights for the second weekend were in Tukwila, compared to just 33% in 2023.

Staff Comments:

The City will pay a commission of \$10 per room night for both weekends in 2026 and 2027. All room nights must be booked through Event Connect and all actualized room nights will be verified by Event Connect. No commission will be paid on any room nights booked around the Event Connect platform. Explore Seattle Southside will be required to validate the numbers provided by PacNW. This is a not to exceed program, so if the room nights are not created, the City will not pay.

Consistency with Six Year Financial Model:

For 2026 and 2027 the Six Year Financial Plan shows the City spending \$175,000 for sponsorship per year, such as this.

2026 Tourism Six-Year Financial Plan Allocation	
Sponsorships:	\$175,000
Experience Tukwila (Anticipated Request):	(\$15,000)
Seattle Seawolves (Approved)	(\$90,000)
PacNW Pending Request (Pending):	(\$20,000)
General Operations Sponsorship (Approved):	(\$15,000)
Remaining Sponsorship Funds:	\$35,000
2027 Tourism Six-Year Financial Plan Allocation	
Sponsorships:	\$175,000
Experience Tukwila (Anticipated Request):	(\$15,000)
Seattle Seawolves (Anticipated)	(\$90,000)
PacNW Pending Request:	(\$20,000)
General Operations Sponsorship (Anticipated):	(\$15,000)
Remaining Sponsorship Funds:	\$35,000

City of Tukwila Staff

Recommendation to LTAC: Approval

Application to the City of Tukwila for Use of 2026 Lodging Tax Funds

Event or Activity Name (if applicable):	PacNW Winter Classic
Amount of Lodging Tax Requested:	\$20,000 for 2026
Applicant Organization:	City of Tukwila, Office of Economic Development
Federal Tax ID Number:	20-8611780
Mailing Address:	100 Andover Parkway W, Suite 150, Tukwila WA 98188
Primary Contact Name:	Pacific Northwest Soccer, Todd Johnson, Ex Dir
Primary Contact Phone:	(425) 765-4468
Primary Contact Email Address:	execdir@pacnwsc.org

Check all the service categories that apply to this application:

Tourism promotion or marketing.

X Operation of a special event or festival designed to attract tourists.

Operation of a tourism-related facility owned or operated by a non-profit organization.

Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities district.

Check which one of the following applies to your agency:

X Non-Profit (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)

Municipality

For Profit Corporation

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am offering a tourism-related service for 2026 and 2027. If awarded, my organization intends to enter a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit for use of City property, if applicable.
- My organization will be required to submit a report documenting economic impact results in a format determined by the City.

On Behalf of PacNW Winter Classic:

Signature:



Date:

11/10/2025

Mark Everton, CEO

Seattle Southside Regional Tourism Authority

1) Describe your tourism-related activity or event.

PacNW Winter Classic soccer tournament is held annually over two successive weekends in January (Jan 9-11 & Jan 16-19, 2026) at Starfire Sports. 2027 dates have not been selected but it is highly likely to be the same consecutive weekend pattern. The 2025 tournament brought over 600 amateur teams from 6 different states and a record number of teams from Canada.

In 2025, 1,004 room nights were generated for weekend 1, with 83% of the total room nights in Tukwila hotels and 1,291 for weekend 2 (with 58% of the total room nights in Tukwila hotels. Pac NW employed a strategic effort to relocate room nights from Renton, Seattle, Bellevue and Federal Way and to Tukwila. This was a shift of 33% more room nights booked in Tukwila compared to 2023*.

The goal is to maintain the shift in room nights set in place in 2024 & 2025, of relocating room nights from Renton, Seattle, Bellevue and Federal Way to Tukwila hotels.

***Comparison is to 2023 numbers is due to incomplete 2024 data due to Weekend 2, in 2024, being cancelled but based on Weekend 1, more hotels rooms were booked in Tukwila. As a result of the effort by PacNW to promote Tukwila hotels, the capture rate for Tukwila hotels was 75% of total room nights booked were in Tukwila hotels, compared to 2023 capture rate of 49%.**

1) If an event, list the event name, date(s), and projected overall attendance.

PacNW Winter Classic soccer tournament. Jan 9-11 & Jan 16-19, 2026. 24,000+ attendees

2) Is your event/activity/facility focusing on attracting overnight tourists, day tourists, or both?

Soccer tournament that generates overnight weekend stays from visiting teams

3) Describe why visitors will travel to Tukwila to attend your event/activity/facility.

Proximity to Starfire Sports

4) Describe the geographic target of the visitors you hope to attract (locally, regionally, nationally, and/or internationally).

Teams from Eastern WA, Canada, Idaho, Oregon, California, Nevada, Montana, Colorado and Alaska participate.

5) Describe the prior success of your event/activity/facility in attracting tourists.

See # 1 above

- 6) If this your first time holding the event/activity/facility provide background on why you think it will be successful.

This event has been held for many years at Starfire.

- 7) Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Tukwila.

PacNW controls which hotels bid on providing housing. The organizer can select greater numbers of Tukwila hotels, if the hotels have capacity.

- 8) Describe how you will use the name, "Tukwila" in publications, promotions, and for your event?

Tukwila is prominently displayed on all correspondence as it is the 'home' field and the organization's home.

- 9) Measurements and Metrics (Note: You will be required to report these metrics as part of the close out of the agreement between your organization and the City.)

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility.	24,000
b. Number of people who will travel fewer than 50 miles for your event/activity.	16,000
c. Number of people who will travel more than 50 miles for your event/activity.	8,000
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	4,000
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	6,000
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila.	6,000

g. Number of paid lodging room nights resulting from your proposed event/ activity/facility (for example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	2,000
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**10) What methodologies did you use to calculate the estimates and what methodologies will you use to track outcomes, such as total participants, estimated visitor spending, etc?
Historical (2023-2025) data**

11) What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the City of Tukwila?

The request is to commission PacNW for 'generating' additional Tukwila room nights. In 2023, 1,291 room nights were actualized.

In 2024, 815 room nights were actualized from weekend 1, while weekend 2 was cancelled due to an ice storm. Weekend 2 was projecting 2,015 room nights prior to its cancellation.

In 2025, 2,295 rooms were actualized.

This proposal is for 2 years, 2026 & 2027 budgeted not to exceed \$20,000 per year. The commission request payable to PacNW is for \$10/room night actualized, capped at \$20,000 (2,000 room nights). There is no minimum room night requirement to receive the \$10/room night. All room nights must be booked through Event Connect and all actualized room nights will be verified by Event Connect. No commission will be paid to PacNW on room nights booked around the Event Connect platform.

Applications are considered on a rolling basis. Please contact staff to discuss the process for having the application reviewed by the City's Lodging Tax Advisory Committee.

Completed applications should be submitted to:

Lodging Tax Advisory Committee
c/o Brandon Miles
City of Tukwila
6200 Southcenter Blvd
Tukwila, WA 98188

Or,

Brandon.Miles@Tukwilawa.gov

Questions?

LTAC Contact:

Brandon J. Miles

(206) 431-3684

Brandon.Miles@Tukwilawa.gov.

Updated: December 29, 2022

Application to the City of Tukwila for Use of 2027 Lodging Tax Funds

Event or Activity Name (if applicable):	PacNW Winter Classic
Amount of Lodging Tax Requested:	\$20,000 for 2027
Applicant Organization:	City of Tukwila, Office of Economic Development
Federal Tax ID Number:	20-8611780
Mailing Address:	100 Andover Parkway W, Suite 150, Tukwila WA 98188
Primary Contact Name:	Pacific Northwest Soccer, Todd Johnson, Ex Dir
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- My organization will be required to submit a report documenting economic impact results in a format determined by the City.

On Behalf of PacNW Winter Classic:

Signature:



Mark Everton, CEO

Seattle Southside Regional Tourism Authority

Date:



1) Describe your tourism-related activity or event.

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Updated: December 29, 2022

2023							
	Weekend 1		Weekend 2		Combined Pickup Tukwila	Combined Total Pickup	
Tukwila Pick up	504	49%	787	29%	1291	3759	34%
Total Pickup	1039		2720				

2024							
	Weekend 1		Weekend 2		Combined Pickup Tukwila	Combined Total Pickup	
Tukwila Pick up	815	75%	Weekend Cancelled		815	1085	
Total Pickup	1085						

2025							
	Weekend 1		Weekend 2		Combined Pickup Tukwila	Combined Total Pickup	
Tukwila Pick up	1004	83%	1291	58%	2295	3440	67%
Total Pickup	1207		2233				